



Broadcasting
Board of
Governors

PROFILE



Language of Broadcast: Arabic

Coverage: 28 hrs. of original and 91 hrs. of repeat radio programming per week; Internet

Distribution:

Radio: 13 FM transmitters, One cross-border MW

New Media: Interactive and multimedia website with live streaming and MobileTech supported mobile site. Social Media activities include Facebook page, Twitter feed, and YouTube page

Staff: 11

Budget: \$2,215,000

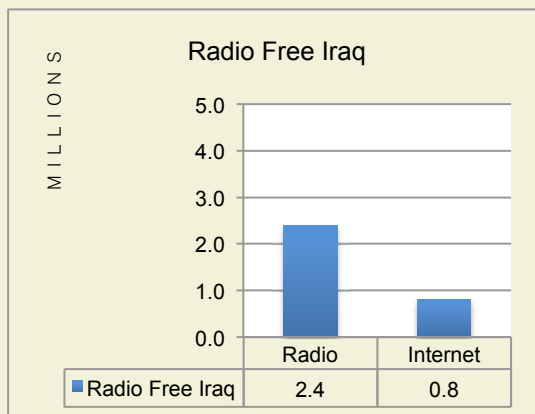
Established: 1998 to present



PERFORMANCE DATA

(Using Data from Iraq, March 2011)

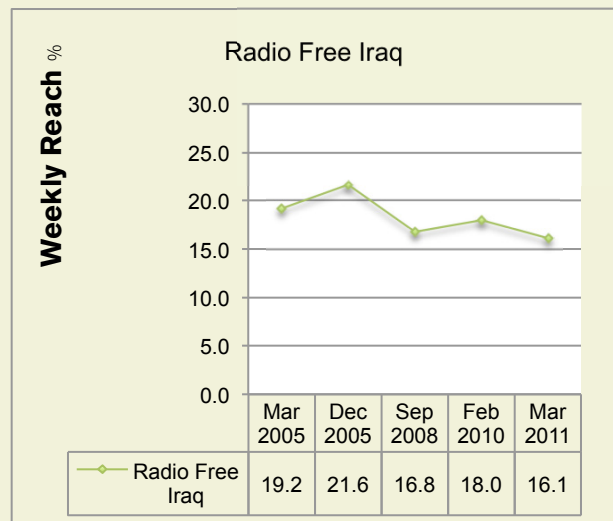
Audience Size



Weekly Reach by Media (%)

Radio Free Iraq	
Radio	12.9
TV	na
Internet	4.3
Total	16.1

Weekly Reach %



Awareness (%)

Radio Free Iraq	
Awareness (%)	46%

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)	
Radio Free Iraq	
Radio	72
TV	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
Radio Free Iraq	
Current Events	75
Current Events in Iraq	94

Quality

Combined Scores from audience panel	
Radio Free Iraq	
Radio	3.1
TV	na

Data are from a March 2011 nationwide survey of adults (15+) in Iraq.

Arabic

Arabic Broadcasting

Total Population of Iraq: 32.7 million

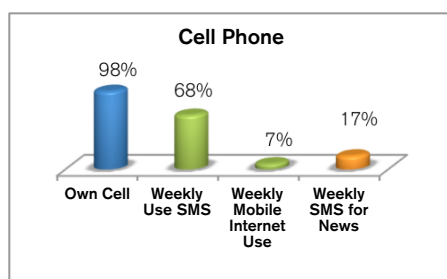
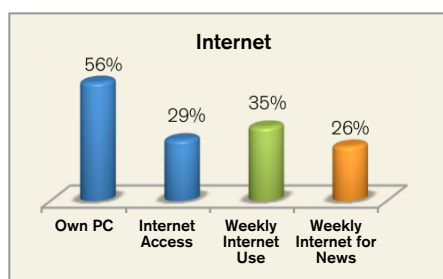
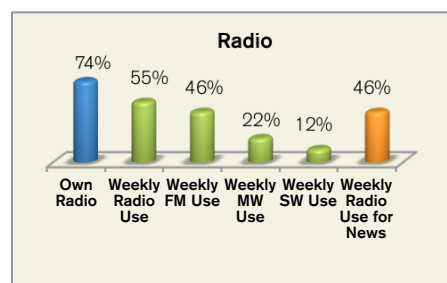
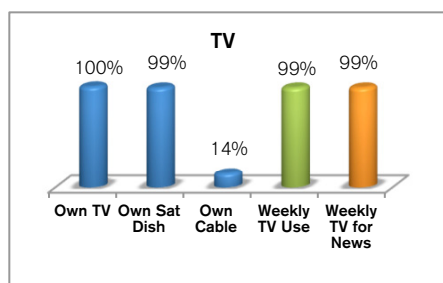
A U D I E N C E C O M P O S I T I O N

	Sample	Radio Free Iraq Weekly Audience
Sex	%	%
Male	51	53
Female	49	47
Age		
15-24	26	17
25-34	24	27
35-44	22	25
45-54	15	18
55-64	11	12
65+	2	2

	Sample	Radio Free Iraq Weekly Audience
Education	%	%
Illiterate/No Formal	24	26
Elem./Inter.	33	26
Secondary	20	19
Coll./Univ.	24	29
Ethnicity/Nationality		
Arabic	80	93
Kurdish	16	4
Other	4	3

	Sample	Radio Free Iraq Weekly Audience
Residence	%	%
Urban	67	71
Rural	33	29
Language		
Arabic	80	93
Kurdish	17	4
Other	3	3

M E D I A U S E



Top Ten Media Outlets

1. Al Arabiya
2. Al Sharqia
3. Al Iraqia
4. MBC 1
5. MBC Action
6. Abu Dhabi Al Oula TV
7. Al Jazeera
8. Al Sumeria
9. Al Baghdadi
10. MBC 4

Top Ten Sources of News

1. ORT-1
2. Khabar
3. Kazakhstan-1
4. KTK
5. NTV
6. El Arna
7. www.mail.ru
8. Russkoe Radio
9. 31 Kanal
10. Evropa Plus

C O N T E X T

↓ **Stability**

↓ **Political Freedom**

↓ **Press Freedom**

↑ **Ease of Distribution**

↑ **Competition**

Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- The drawdown of US forces and the continued weakness of central authority may allow militia and insurgent groups to re-establish themselves in some areas. The government of national unity, which brings together the four largest political groups, has been weak and divided, and some blocs have threatened to pull out to join the parliamentary opposition.
- More than eight years after the US invasion in 2003, Iraq continues to be wracked by intense violence. So far during 2011, around 11 civilians have been killed on average every day, mainly by suicide and other bombings. August, which coincided with Ramadan, was the bloodiest month in a year, with an estimated 395 civilian deaths according to a preliminary figure from Iraq Body Count (IBC).

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 75.36 (152/179)**
- Although Iraq has a thriving media environment with many ethnic and religious groups represented, media freedom and freedom of speech are still an issue of contention. Reporters Without Borders reported in February 2011 that the offices of their partner group in Baghdad—Journalistic Freedoms Observatory (JFO)—was raided by security forces whereby its computers and archives were stolen. The worst of the criticism came after February 25, 2011, known as the “Day of Rage,” when Iraqis took to the street to protest government corruption, faulty infrastructure, unemployment, electricity and water cuts. Reporters without Borders called it the “Black Day” for media freedom in Iraq because Iraqi Security Forces detained 300 leading journalists and intellectuals who took part in covering the protests.
- Reports of government arrests and intimidation of NGO workers in Iraq, and anyone that criticizes the current government are prevalent. In the first four months of 2011, five journalists have been killed in Iraq. In 2010, seven journalists were killed in total. Although actual violence due to war has decreased since the height of the Iraq war, intimidation and threats against journalists and regular citizens have increased, even—according to the New York Times—to the point of death threats by text message, suspected by many as coming from Iraqi authorities. Human Rights Watch also reported widespread crackdowns on protesters in Iraq, including detention and torture.
- Reporters without Borders has been pressing the Iraqi parliament to pass a law protecting journalists amid the many abuses, detentions and assaults committed against journalists and photographers in Iraq trying to cover recent protests, which although significant, have not compared in size to the 2011 Arab Spring protests around the region.